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Advertising Age

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B&J gets creatives, K&E gets execs

Lorimar gets bigger

By STEWART ALTER

Bozell & Jacobs had been trying to hire a top creative leader, build an international network and increase the size of its New York and Los Angeles operations.

M. Adelson

Now B&J will accomplish all these goals at once, in a merger slated for next January with Kenyon & Eckhardt Advertising. It is generally being hailed as a perfect fit in terms of capabilities and accounts, as well as a smart move on the part of Lorimar, K&E's entertainment company parent.

Lorimar, for its part, reportedly was seeking to strengthen K&E's management, locate a next generation of top execs and expand into diversified communications. B&J brings all that to the party.

The merger was disclosed publicly June 12 by Merv Adelson, Lorimar chairman, and revealed to 90 senior B&J and K&E executives the night before at the Plaza Hotel in New York.

The combined agency will be called Bozell, Jacobs, Kenyon & Eckhardt and, based on 1985 billings projections for each agency, will have U.S. billings of $1.1 billion and another $100 million overseas.

B&J, with $671 million in billings last year, ranked 20th, and K&E, with $376.2 million in billings, ranked 25th in Advertising Age's 1984 list of ad agencies. Their combined gross income last year would have made it the 15th-largest agency worldwide, just behind Benton & Bowles and ahead of Marschalk Campbell-Ewald Worldwide. In U.S. income alone, it would rank 11th, just behind Doyle Dane Bernbach and ahead of McCann-Erickson.

Merger principals Leo-Arthur Kelmenson (l.) and Charles Peebler.

Thus Lorimar, a company that derives most of its income from outside the advertising business, will become the owner of one of the leading ad agencies. And the approximately $40 million that Lorimar, best known as the producer of "Dallas" and other top-rated tv shows, will pay for B&J—$25 million in cash, $15 million in notes—is not regarded as much of a strain on its coffers, leaving it free to continue pursuing either other ad agencies or broadcast properties.

Lorimar made an unsuccessful $1.1 billion bid for Multimedia recently and remains interested in broadcast acquisition, said Mr. Adelson.

Lorimar, which two years ago paid $20.9 million for K&E, reported revenues of $263.2 million and net income of $11.7 million in its fiscal year ended last August. This year, it is running 40% ahead in revenue and more than 200% ahead in net income. With B&J's addition, advertising revenues will rise to about one-third of Lorimar's total revenues, from about 20%. The company is expanding its agency holdings for financial reasons, Mr. Adelson said, and because it believes it knows how to manage a business that depends on creative talent.

Emerging as ceo of the combined agency is Charles Peebler Jr., 49, B&J's president-ceo who took over

(Continued on Page 84)

What'll ya have? P&G's Blue Ribbon

By LAURIE FREEMAN

Procter & Gamble and Kimberly-Clark Corp. are escalating their battle for supremacy in the $2.5 billion disposable-diaper market.

Cincinnati-based P&G has begun a national introduction of its thicker Blue Ribbon Pampers and is expanding availability of an upgraded version of its Luvs diaper line.

For the new Pampers, P&G has broken with its longstanding advertising tradition of not making announcements before the product reaches store shelves. P&G ran tv and print teaser ads *(at right)* a

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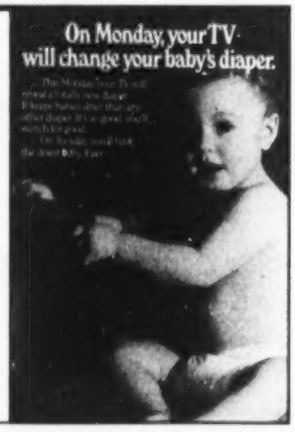

Winter Olympics push readied

ABC sells sans Seoul

By ROBERT RAISSMAN

ABC-TV will begin selling its 1988 Winter Olympics coverage shortly, without waiting to see if it can secure the tv rights to the 1988 Summer Olympics and possibly foregoing its chance to put together winter-summer Olympic packages for advertisers.

"I can't give an exact date," said J. Larre Barrett, vp-sports sales, ABC, "but I think we'll be on the street sometime this summer."

The traditional Olympics advertisers generally applauded the ABC decision to start moving the winter '88 inventory before the summer '88 rights are sold, saying that the Olympics are by far the most attractive sports property on the market right now. Because of the generally depressed conditions in tv sports now, advertisers said ABC could expect a favorable reception.

But ABC is taking some risks. By not having the summer '88 games in hand, it will have to strike contingency plans with advertisers wanting both, should it later win the summer rights. If another network wins the summer games, advertisers say the result

(Continued on Page 83)

Lipton's Sunkist Light challenges GF's drink

By GAY JERVEY

Thomas J. Lipton Inc. is introducing Sunkist Light in eastern and southern markets to battle General Foods in the NutraSweet-flavored powdered drink arena.

Crystal Light, the GF brand, is gaining popularity nearly as fast as Linda Evans, the "Dynasty" star currently featured in its ads. In addition to adding several new flavors, White Plains, N.Y.-based GF is increasing Crystal Light's ad budget substantially over the $20 million-plus it reached last year, a company spokesman said.

Agency is Benton & Bowles, New York.

Both Crystal Light—whose 1984 introduction helped to rejuvenate a

(Continued on Page 82)

Last Minute News

Bergin definitely will set up McCann unit

New York—John Bergin definitely is going ahead with plans to form his own agency within McCann-Erickson (AA, June 3), perhaps as soon as July 1, sources indicate. He will retain his title as president, McCann-Erickson USA, but might hire as many as four or five creative people to work with him in the separate special-assignments unit.

B&J asked to check out of Radisson account

Memphis—Holiday Inns will ask Bozell & Jacobs, Minneapolis, to resign its $3 million Radisson Hotel Corp. account in the wake of Lorimar's acquisition of B&J and plans to merge it with Holiday Inns agency Kenyon & Eckhardt, New York *(see related story above)*. A Radisson official, however, said that chain has no problem with the apparent conflict. HI also will ask that B&J, Houston, resign its Westin Oaks Hotel assignment. Holiday Inns spent $11.7 million in national advertising last year, says Leading National Advertisers.

P&G brushes up $37M intro for Tartar Control

Cincinnati—Procter & Gamble is mounting an estimated $37 million national introduction of Crest Tartar Control Formula toothpaste after a three-month test (AA, March 18). Ads from Benton & Bowles, New York, may repeat test-market theme of "It turns your toothbrush into a tartar-fighting tool." Separately, P&G is going national with a four-item line of Duncan Hines Quick Bread Mixes. Saatchi & Saatchi Compton handles.

(Continued on Page 8)

L-M will split ads by brand

By JESSE SNYDER

Detroit—More '60s music and an advertising focus on three separate brand names this fall are the next steps in Lincoln-Mercury division's effort to sharply increase market share.

The Ford Motor Co.'s upscale division has delayed until the 1990s plans to capture a full tenth of the total U.S. car market (AA, Feb. 25), but still intends to grow from the current 6%-plus to 8% "within three or four years," said Thomas Wagner, L-M general manager, at a Detroit Auto Writers Group

(Continued on Page 86)

NEWSPAPER

AA
DC20014 CONGLI FMJE M
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

TCI/Time too big in cable?

Warner Amex sale stirs fear

By SUSAN SPILLMAN

New York—Though by no means a done deal, the possibility Tele-Communications Inc. and Time Inc. may buy Warner Amex Cable Communications, and with it gain mammoth industry control, has many cable tv executives panicking.

Last week American Express, which co-owns the sixth-largest cable company with Warner Communications, agreed to sell WACC to TCI and Time for $850 million in cash and the assumption of $500 million in debt. However, Warner Communications does not want to sell out, and under the terms of a "put call" clause in Warner and Amex's partnership, neither owner can sell before offering its share to the other at the same price being offered by the outsider.

Warner is said to be trying to join forces with another company to buy out Amex's interest. Among those rumored to be potential partners for Warner are Viacom International and Gulf & Western.

Industry executives are nervous about the increased industry dominance TCI and Time stand to gain. If their bid is accepted, the two companies would control 20% of the nation's 36 million cable subscribers. With 3.6 million and 2.6 million subscribers, TCI and Time's American Television & Communications unit are already the two largest cable tv operators respectively. The two companies said they would sell Warner Amex's ownership in MTV Networks, which

(Continued on Page 83)

It's what's upfront that counts for NBC

By VERNE GAY

New York—NBC-TV is entering perhaps its most prosperous upfront selling season as close to $400 million in plans were submitted to all three networks last week, igniting network tv toward breaking the $2 billion mark for the second straight year.

Agency and network executives cautioned it is too early to predict the outcome of the 1985-86 prime time upfront market, which has just started to move, but all agree the No. 2 network finally is in the driver's seat.

Perhaps the first sign fortune is smiling on NBC came from the recently closed deal by Ralston Purina Co., which reportedly agreed to pay NBC 16% increases on a cost-per-thousand basis for women 18-to-49 and women 25-to-54, according to sources. However, Paul Schulman, president of Paul Schulman Co. and Ralston's negotiator, called the report of a steep increase "totally wrong and not even close."

Nevertheless, sources said NBC, which increased its key women demographics ratings 16% over last season and boosted its over-all household ratings 9% while CBS and ABC lost audience, stands the best chance among the networks of getting moderate to high double-digit increases from advertisers this year. NBC also is expected to take the biggest slice of the prime time upfront pie this season. The total market is expected to be between $2.1 billion and $2.5 billion, with one network predicting the higher figure and most agency sources expecting the lower tally. The prime time upfront volume last year was a record $2.4 billion.

"Clearly NBC is in a good position," said one agency executive. "They have the most stable schedule, the most upside potential and the fewest number of downside risks. People are anxious to participate."

Another top agency buyer predicted that the "majority" of NBC's deals will be cut at between 9% and 11% increases.

While talk of price increases is unsettling to most advertisers, and word of "double-digit" increases positively mortifying, some see NBC's ascendance in a slightly different light. Because the network has come off a low pricing base from past seasons, some advertisers grudgingly admit NBC deserves and will get double-digit increases. "You can't go on past increases but rather you have to look at bottom-line efficiencies" when buying, explained one executive. "If CBS costs $7 [per thousand households] and NBC costs $6.90, which do you buy? Do you buy CBS because it had a low increase [and forego] NBC because it had a double-digit one?"

The reversal in network for-

(Continued on Page 83)

Highlights

U.S. marketers grudgingly admit global marketing sometimes works, but they have major reservations about the controversial theory. *See Page 6.*

Wendy's International may have found a new way to emerge the "wiener" in the battle of the burger chains. The chain, which began testing hot dogs in Columbus, O., earlier this year, has quietly expanded the test to 300 stores. *See Page 10.*

CORPORATE CLOSEUP

Southwest Airlines, already among the nation's most profitable carriers, begins what its president calls a "daring experiment" June 20 when Muse Air Corp. stockholders decide whether to approve acquisition by their archrival. *See Page 4.*

FORUM

Communications exec Jordan Goldman dissects that underhanded tactic, the whispering campaign. *See Page 20.*

Mary Wertheim, a Santa Fe agency president, outlines the short, unhappy life of a campaign. *See Page 20.*

INTERNATIONAL

The joint ventures between Japanese and Western agencies that swept the Tokyo ad world during the first half of the 1980s may be coming to an end. *See Page 46.*

The ad campaign for the Australian Ministry of Tourism, featuring local comic Paul Hogan, which ran in eight U.S. cities last year, seems to have been too successful. A similar campaign aimed at Japan was scrapped when research showed that Mr. Hogan would have attracted more tourists than the local tourism infrastructure could handle. *See Page 48.*

Salvador Dali, internationally known Spanish painter whose extravagant works attract millions of tourists to Spain every year, is making his advertising debut this month with a nationwide campaign featuring his paintings on outdoor boards. *See Page 48.*

VIDEOTECH

Asserting that the First Amendment should not be used to shield "inflammatory calls to violence and murder directed to specific targets," the Anti-Defamation League of B'nai B'rith has asked the Federal Communications Commission to reconsider its renewal of the license for KTTL (fm), Dodge City, Kan. *See Page 52.*

DIRECT MARKETING

Attitudinal barriers separate direct-marketing buyers from nonbuyers, according to a study released at the National Catalog Conference in Chicago. *See Page 68.*

Urban General, one of the largest tv direct marketers, is teaming up with the Independent Group of Cos. to develop radio as a direct-response medium. *See Page 68.*

COMING THURSDAY

SPECIAL REPORT

Washington and Baltimore, the nation's seventh and 11th-largest metropolitan markets, may be close geographically, but they still remain worlds apart. Special Report explores those worlds with you, spotlighting Washington's spectacular affluence and Baltimore's stunning resurgence.

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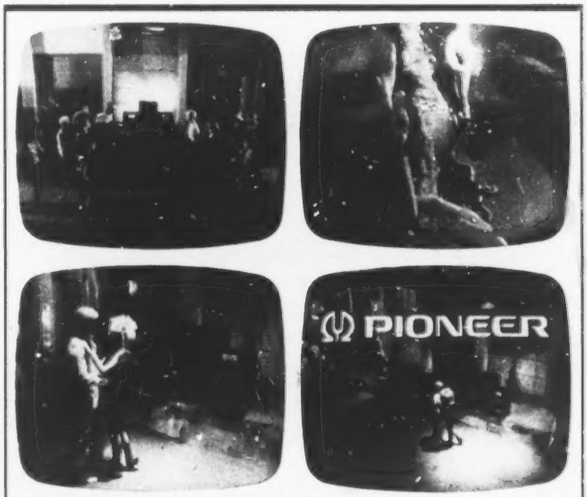

Pioneer spirit

Button-down types meet new-wave types in this spot for Pioneer Electronics, Long Beach, Cal., breaking its new campaign today on MTV: Music Television. It's the first series of ads by Dancer Fitzgerald Sample, Torrance (AA, June 6, *et seq.*). That agency won the account earlier this year from Chiat/Day, Los Angeles (AA, March 18). The MTV-style ads are supported by print.

Newport news: Big sales, packs

By WILLIAM F. GLOEDE

New York—The brand group that handles Lorillard's Newport cigarets is itself "alive with pleasure" of late as the brand continues to grow faster than any other smoke.

In a test of the "consumption goes up to availability" concept, Lorillard will begin testing Newport in a 25-pack in Pennsylvania next month. If the test succeeds, and the 25-pack is rolled out nationally, volume will likely get an extra boost as Newport smokers smoke the five extra cigarets contained in the package.

Lorillard will begin the test the week of July 8, backing it with newspaper, outdoor, magazine and point-of-purchase ads via MCA Advertising. The test will include both 85mm and 100mm styles, and packages will be priced 20% higher than the standard 20-pack. Cartons will carry eight packages, or a total of 200 smokes, and will cost the same as the 10-pack carton.

Newport is now the ninth-largest-selling cigaret in the U.S., having posted strong sales increases each year since 1975. Increases run more than 10% for each of the past three years. Newport has grabbed 3.5% of the American smoke market, and with Lorillard projecting

(Continued on Page 84)

IAA roundtable mixed on global marketing

By JOHN WOLFE

NEW YORK—U.S. marketers grudgingly admit global marketing sometimes works, but they have major reservations about the controversial theory.

That was the consensus of an International Advertising Assn. roundtable last week. Global marketing, as espoused by the theory's "guru," Harvard Business School Prof. Theodore Levitt, calls for products to be marketed and advertised in virtually the same manner worldwide, thus creating a "world brand" such as Coca-Cola soft drink or Marlboro cigarets.

Panelists agreed global marketing is not effective for all product categories.

Joseph Smyth, senior marketing vp for Intercontinental Hotels Corp., predicted global marketing will diminish in the coming years, even though he acknowledged his company adopted such a strategy three years ago.

"One reason given for global marketing is the economies of scale for volume production," he said. "It is felt that the economies of scale will allow low prices to overcome consumer individuality, and that is true for products with high manufacturing costs."

He said another reason given for global marketing is that because of the pervasiveness of U.S. tv programs and movies worldwide, the U.S. gradually is homogenizing the international population and allowing it to see things through American eyes.

"In some ways that is true, but the attitudes of people living in the U.S. are a great deal different from people not in the U.S.," he said.

He also pointed out developing a global advertising campaign is difficult because few ad agencies have high-quality offices in as many parts of the world as marketers want to enter, and sometimes local restrictions on advertising prevent even the best agencies from launching effective campaigns.

For example, he said his company offers a highly successful promotion in many countries that offers a free airplane ticket to Europe to any guest who stays in one of their hotels for seven, nonconsecutive nights during a given year. The marketer wanted to launch a similar campaign in Germany, but local laws prohibit such promotions.

William Kalan, director of advertising services for the international division of the Gillette Co., said his company markets certain products globally, but stressed global marketing per se is not the marketer's top priority.

He said while Gillette sometimes acts as sponsor for such global events as the World Cup soccer matches, it doesn't try to create specific "world brands" because it can't be done.

"The transition to global marketing at Gillette tends to be evolutionary," he said. "I don't believe a switch to 'global think' can be accomplished overnight in a complex company like ours."

However, one panel member took a more positive and optimistic view of global marketing.

"I do think that we owe Prof. Levitt a debt," said Kim Armstrong, director of advertising for AT&T Communications. "The world is changing, and he has enlarged our concept of questions that we have to ask ourselves as smart marketers. But what I hear him saying ultimately is, 'Hey, stay on your toes and use your head.'"

She described AT&T as "world class, if you permit me, but global, if you insist."

She said the marketer's products are designed and engineered to be sold anywhere in the world without extensive modification and are compatible with local communications systems.

SCRATCH PADS
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NOTE CUBES
Edge-printed cubes sell products & services via a unique 4-color process
International Cube Corp.
6758 Thompson Rd. N. Dept. C
Syracuse, NY 13211 (315) 9812

CAMPAIGNS BREAKING

Burger King Corp., Miami, begins its $30 million tv campaign for the new, beefed-up Whopper sandwich this week with spots featuring celebrities such as Mr. T, actress Loretta Swit, actors Bruce Weitz and Emmanuel Lewis and Los Angeles Raider Lyle Alzado. Agency is J. Walter Thompson USA, New York (AA, May 13).

Red Lobster Inns, Orlando, Fla., begins a campaign today supporting redesign of its restaurants and repositioning of the chain as a marketer of healthful fresh fish. Media include network and spot tv, general-interest magazines and newspapers. Backer & Spielvogel, New York, handles the campaign (AA, June 10).

Bojangles of America, Charlotte, N.C., breaks a spot tv campaign today claiming that the chicken-and-biscuit chain offers escape from the boredom of other fast-food restaurants. Scali, McCabe, Sloves, New York, handles (AA, May 27).

Pioneer Electronics, Long Beach, Cal., today breaks a $9 million image campaign—the first from new agency Dancer Fitzgerald Sample, Torrance—highlighting people rather than products. The work includes three tv spots and six print ads, all previewed at the Consumer Electronics Show June 2 to 5 (AA, June 5).

Miller Brewing June 15 began airing a network tv spot backing its promotion to raise money for the endangered American eagle (AA, June 3).

CORRECTIONS & CLARIFICATIONS

- McCollum/Spielman & Co.'s new joint service with NPD Research to predict sales volume for new products is called AC-T/ESP. The name was given incorrectly (AA, May 23, P. 34).
- The *Licensing Book* is published by Adventure Publishing Group. The publisher was reported incorrectly in a chart (AA, June 6, P. 16).
- In the article on fashion models (AA, June 6, P. 5), the top photograph incorrectly was identified as being of Yasmine. The "real" Yasmine is shown here, in a photo courtesy of *Glamour*.

Yasmine

- S.C. Johnson & Son, Racine, Wis., formulates, manufactures and distributes the 10-item Halsa line of shampoos and conditioners; the company does not license the formula, as reported (AA, June 10, P. 4). Also, Edge shaving gel is the No. 1 single shaving product in the U.S.
- Sommer Inc., which recently moved to Englewood Cliffs, N.J., after a fire at its Englewood offices (AA, June 10, P. 40), is relocating again. The new address is 15 Essex Rd., Paramus 07652. The advertising and public relations agency attributed the second move to "last-minute technical problems."

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Sorry, Golf Digest!
Sorry, Money!
Sorry, Smithsonian!
Sorry, Yachting!

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Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

June

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	58.0	62.2	434.5	418.2
Antiques	141.4	137.7	916.5	912.4
Art in America (11X)	97.0	130.0	668.0	787.0
Southwest Art	62.0	85.5	467.5	513.3
Total Group	**358.4**	**415.4**	**2,486.5**	**2,630.9**
% change		**– 13.7%**		**– 5.5%**
— Auto/cycle/rec. vehicles —				
AutoWeek (52X)	140.6	156.6	705.6	615.9
Car & Driver	132.7	122.1	682.8	559.4
Car Collector & Car Classics	20.3	18.3	115.2	121.0
Car Craft	80.7	98.0	436.3	419.7
Cycle	57.4	46.1	338.0	319.9
Cycle Guide (11X)	55.1	44.8	279.0	292.5
Cycle World	65.3	58.2	389.5	379.9
Dune Buggies & Hot VWs	105.5	84.7	535.7	474.5
Family Motor Coaching	134.9	137.9	893.4	864.4
4 Wheel & Off-Road	84.2	91.6	442.0	426.4
Four Wheeler	96.2	84.4	519.7	431.2
Hot Rod	73.2	72.6	384.7	347.7
Motorcyclist	48.0	35.3	253.5	248.3
Motor Trend	102.4	85.9	488.8	368.2
Motorhome Life	109.8	99.4	589.3	541.0
Pick-Ups & Minitrucks	39.5	33.3	203.3	175.8
Road & Track	—	—	—	—
3 Wheeling	62.4	34.2	327.7	479.4
Trailer Life	148.9	134.3	801.5	779.6
Total Group	**1,557.1**	**1,437.7**	**8,215.6**	**7,544.8**
% change		**+ 8.3%**		**+ 8.9%**
— Boating & yachting —				
Boating	127.5	128.7	903.1	929.5
Chesapeake Bay	33.1	28.0	196.8	171.7
Cruising World	117.4	131.8	784.6	840.8
Lakeland Boating (10X)	58.0	52.0	412.5	358.0
Motor Boating & Sailing	140.8	150.3	1,087.6	1,059.3
Sail	130.1	137.9	859.1	871.0
Sea	53.3	58.3	324.5	372.8
Small Boat Journal (6X)	49.9	41.4	153.4	139.8
Trailer Boats (11X)	32.1	41.1	235.4	248.5
Western Boatman (6X)	—	—	148.8	83.0
Yachting	153.6	149.9	1,068.0	1,078.4
Total Group	**895.8**	**919.4**	**6,173.8**	**6,152.8**
% change		**– 2.6%**		**+ 0.3%**
— Canadian —				
L'Actualite	71.5	75.5	375.1	394.4
Chatelaine:				
English Edition A.	83.7	100.5	553.2	610.3
French Edition	70.3	79.8	452.9	511.8
City and Country Home (9X)	49.3	38.3	200.5	175.0
Equinox (6X)	29.7	47.5	78.5	127.8
Financial Post A.	37.6	43.8	202.6	268.1
Flare A.	64.2	41.7	387.7	306.9
Homemaker's (10X)	51.7	57.2	289.2	385.5
Madam Au Foyer (10X)	39.5	50.5	234.4	337.1
Macleans (52X) A.	105.7	100.3	702.8	735.5
Montreal Calendar	29.2	47.0	181.5	234.0
Montreal Ce Mois Ci	36.0	45.0	219.3	244.5
Reader's Digest:				
Canadian-English A.	57.8	95.2	444.3	513.9
Canadian-French A.	47.3	74.9	363.1	448.5
Toronto Life	97.5	101.9	491.2	525.7
Vancouver	80.0	72.2	406.2	381.0
Total Group	**951.0**	**1,071.3**	**5,582.5**	**6,200.0**
% change		**– 11.2%**		**– 10.0%**
— Civic/fraternal —				
American Legion	16.4	20.2	161.6	156.3
Elks (10X)	15.9	17.2	119.5	140.2
Kiwanis (10X)	23.5	11.2	98.4	73.0
Lion (10X)	6.0	2.5	30.7	39.2
Rotarian	10.9	6.9	71.9	76.8
V.F.W. (11X)	28.9	26.1	159.3	191.5
Total Group	**101.6**	**84.1**	**641.4**	**677.0**
% change		**+ 20.8%**		**– 5.3%**
— Comics —				
DC Comics	7.0	9.0	34.5	41.5
Marvel Comics Group	6.0	10.0	40.5	47.5
Total Group	**13.0**	**19.0**	**75.0**	**89.0**
% change		**– 31.6%**		**– 15.7**
— General —				
American Health (10X)	68.0	37.7	268.8	203.7
American West (6X)	24.5	15.2	102.2	64.0
The Atlantic A.	41.2	44.4	289.7	278.8
Audubon Magazine (6X)	51.2	31.5	112.5	85.5
Bon Appetit A.	95.2	84.7	508.6	484.1
Changing Times	43.2	45.0	237.5	270.2
Connoisseur	75.6	51.5	377.2	326.7
Consumers Digest (8X)	16.6	20.4	99.7	53.3
Ebony	96.1	100.4	551.5	525.2
Fifty Plus	31.0	34.3	188.8	158.5
Food & Wine	52.1	32.3	255.4	214.7
Games	—	—	—	—
Gourmet	101.4	83.1	558.7	475.2
Home Entertainment (8X)	29.0	—	101.0	66.5
Harper's Magazine A.	27.7	22.0	159.9	146.9
Life	68.1	76.4	397.2	361.7
Modern Maturity (6X)	42.8	47.4	141.7	126.7
Money	133.3	146.0	726.3	745.2
Moneysworth (4X)	12.4	13.0	37.2	40.0
Mother Earth News (6X)	45.3	47.2	139.8	161.0
Mother Jones (10X)	16.4	14.7	78.9	84.5
National Geographic	25.2	40.4	137.7	150.3
Prevention	52.5	71.6	357.0	423.2
Psychology Today	22.1	25.9	154.7	147.2
Reader's Digest A.	99.6	96.4	521.7	531.6
Saturday Evening Post (9X)	38.4	41.4	134.9	163.7
Signature	56.6	50.9	341.2	353.1
Smithsonian	91.6	77.7	551.6	524.2
Success	30.8	27.5	173.8	206.3
Sylvia Porter's Personal Finance (6X)	38.3	25.5	156.7	114.8
Town & Country	105.7	113.9	752.7	823.7
Travel	41.7	34.1	304.9	305.5
Travel & Leisure	104.8	108.9	664.5	697.8
Vanity Fair	44.6	22.6	198.8	134.5
Writers Digest	23.2	22.8	143.5	149.9
Yankee	67.1	69.4	412.1	481.4
Total Group	**1,913.3**	**1,776.2**	**10,338.4**	**10,079.6**
% change		**+7.7%**		**+2.6%**
— Home —				
Americana (6X)	47.5	46.5	87.8	81.0
Architectural Digest A.	190.1	144.4	815.9	804.5
Better Homes & Gardens	129.9	123.0	696.7	698.9
Colonial Homes (6X)	—	—	—	—
Country Journal	32.6	20.6	193.6	203.7
Country Living	66.7	74.6	395.8	385.8
Dallas/Ft. Worth Home & Garden	88.5	87.5	402.5	425.3
Family Handyman (10X) A.	70.6	97.1	253.6	305.6
Flower & Garden (6X)	33.0	26.5	125.6	130.0
Home	50.7	53.6	305.4	339.5
The Homeowner (10X)	22.1	25.3	143.2	128.3
Horticulture	30.8	25.1	254.8	189.1
House Beautiful	121.6	123.5	505.0	563.5
House & Garden	96.1	93.2	591.8	522.6
Houston Home/Garden	98.0	110.4	537.2	581.8
Metropolitan Home	71.6	46.7	397.8	427.2
New Shelter (9X)	—	—	270.5	235.7
1,001 Home Ideas	38.4	33.4	275.3	227.4
Organic Gardening	46.4	45.0	370.6	436.7
Phoenix Home/Garden	57.2	48.0	396.0	334.3
San Diego Home/Garden	68.8	61.0	434.8	402.6
South Florida Home/Garden	55.3	—	229.7	—
Southern Accents (6X)	—	—	270.2	214.3
Southern Living	127.2	130.5	792.5	835.6
Sunset Magazine A.	156.2	164.7	894.0	869.4
Texas Homes	59.1	73.2	482.4	458.6
Workbench (6X)	—	—	171.7	192.0
Total Group	**1,776.6**	**1,653.8**	**10,294.4**	**9,993.4**
% change		**+ 7.4%**		**+ 3.0%**
— In-flight & other passenger —				
Aboard Group (7) (6X)	—	—	—	—
Alaska Airlines	55.9	54.2	279.9	279.0
American Way (26X)	93.0	94.5	707.8	629.1
East/West Network:				
Eastern Review	84.5	106.2	589.7	614.7
Northwest Orient	45.0	31.6	229.8	182.4
Ozark	45.2	61.8	228.9	296.7
PSA Magazine	80.7	96.0	453.5	582.7
Pan Am Clipper	63.0	61.6	348.3	370.2
Republic Scene	46.5	70.0	267.2	379.2
Spirit	113.5	98.5	—	—
United	92.8	114.8	530.0	669.5
USAir	52.5	70.5	330.9	389.2
Western's World	49.0	76.0	316.7	391.2
Halsey Publications:				
Air Cal	55.0	46.3	274.9	284.4
Delta Sky	69.3	75.7	432.1	474.1
Skylite	21.5	20.0	123.1	117.5
Hawaii (6X)	23.8	22.8	147.0	98.3
Pace	93.7	74.2	389.6	240.3
Spirit of Aloha (6X)	23.7	23.3	146.0	129.9
TWA Ambassador	61.0	58.4	301.3	345.5
Total Group	**1,169.6**	**1,262.4**	**6,645.0**	**7,188.1**
% change		**– 7.3%**		**– 7.5%**
— Men's —				
Esquire	172.5	143.8	641.5	567.8
Firehouse Magazine (13X)	73.3	80.7	273.5	277.4
Gentlemen's Quarterly A.	138.0	121.0	825.2	821.1
M Magazine	41.3	43.5	302.8	334.2
Penthouse A.	44.3	54.2	237.8	289.8
Playboy A.	83.0	85.8	431.8	438.8
Total Group	**552.4**	**529.0**	**2,712.6**	**2,729.1**
% change		**+4.4%**		**–0.6%**
— Metropolitan —				
Aloha (6X)	35.4	27.3	101.6	79.0
Atlanta	69.0	73.9	267.1	272.5
Baltimore	100.2	57.6	467.5	358.3
Boston	134.2	137.4	868.0	792.4
California	95.0	75.3	422.0	369.2
Charlotte (10X)	22.0	24.0	114.0	100.0
Chicago	183.3	137.5	800.1	773.0
Chicago's North Shore	74.9	91.3	456.2	498.7
Cincinnati	54.6	59.5	322.5	298.2
Cleveland	74.0	75.4	457.4	431.2
Coast (38X)	—	—	—	—
Columbus Monthly	77.2	71.2	397.1	373.0
Commonwealth	—	—	—	—
Connecticut	100.4	95.2	535.7	485.5
Country Magazine	50.2	42.5	284.6	238.7
D/Magazine, Dallas/Ft. Worth	123.3	127.5	771.3	745.1
Denver	34.7	36.0	176.1	154.1
Grand Rapids	33.7	67.3	285.9	313.6
Gulfshore Life (10X)	61.1	43.4	380.0	373.0
Honolulu	56.1	53.6	357.9	352.5
Houston City	82.7	97.7	447.7	483.7
Indianapolis	—	—	—	—
Kansas City	25.4	29.4	180.0	192.7
Los Angeles	166.3	205.5	1,011.6	1,131.5
Louisiana Life (6X)	61.9	65.0	132.2	124.4
Madison	63.0	44.0	382.0	295.0
Metropolitan Detroit	78.0	55.3	439.2	—
Miami Mensual	34.5	38.2	283.5	235.5
Miami/South Florida	120.0	104.0	556.0	527.4
Milwaukee	47.5	40.6	367.8	222.4
Minneapolis/St. Paul	102.6	108.3	580.2	540.9
Monthly Detroit	71.7	132.6	349.2	405.3
Nashville	—	—	—	—
New Jersey Monthly	65.5	65.1	353.9	320.2
New Mexico	36.5	44.1	225.5	311.3
Ohio	76.0	70.3	390.3	350.4
Oregon	40.1	60.5	198.0	174.7
Orlando	94.0	83.2	599.9	504.5
Palm Beach Life	27.1	33.8	510.7	513.5
Palm Springs Life	62.8	77.0	747.0	750.1
Philadelphia	124.9	141.6	788.5	738.1
Phoenix	67.3	65.6	582.1	492.5
Pittsburgh	102.3	87.3	377.8	377.8
St. Louis	54.0	55.0	339.5	345.0
San Diego	150.2	152.0	941.4	865.7
San Francisco	—	—	—	—
San Francisco Focus	85.3	68.5	504.5	329.3
Texas Monthly	143.2	145.2	702.6	763.3
Twin Cities	81.7	88.3	347.1	395.8
Ultra	69.2	72.4	436.0	438.6
The Virginia (6X)	—	—	180.0	126.5
Washington Dossier (11X)	90.0	54.2	345.5	287.6
The Washingtonian	139.8	135.5	899.8	844.5
Total Group	**3,742.8**	**3,716.1**	**21,619.6**	**19,292.7**
% change		**+ 0.7%**		**+ 12.1%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	18.6	21.5	110.3	149.4
Secrets	18.6	21.5	110.3	149.4
True Confessions	18.6	21.5	110.3	149.4
True Experience	18.6	21.5	110.3	149.4
True Love	18.6	21.5	110.3	149.4
True Romance	18.6	21.5	110.3	149.4
Sterling Women's Group:				
Daytime TV	28.5	28.5	173.0	165.0
Modern Screen	12.3	20.5	41.8	61.5
Movie Mirror (6X)	24.5	—	70.5	61.5
Soap Opera Stars	20.5	16.5	59.5	73.0
TV Movie Screen (6X)	6.3	5.0	19.3	10.0
TV Picture Life (6X)	2.0	20.5	15.0	82.0
Total Group	**206.7**	**219.0**	**1,012.4**	**1,320.9**
% change		**–5.6%**		**–23.4%**
— Music/entertainment —				
American Film (10X)	47.0	16.0	152.0	125.5
Audio	—	—	—	—
Circus Magazine	60.4	44.6	294.4	213.4
Dance Magazine	42.3	54.4	361.6	403.3
Musician	56.5	62.6	338.5	364.8
Playbill	41.2	61.5	297.3	361.1
Record	20.4	23.5	137.0	137.2
Stereo Review	42.3	50.6	231.1	270.6
Video Magazine	74.6	70.9	411.8	341.6
Video Review	60.9	64.5	366.5	329.1
Total Group	**445.6**	**448.6**	**2,590.2**	**2,546.6**
% change		**– 0.6%**		**+ 1.7%**
— National Sunday magazines —				
Family Weekly (52X) A.	53.8	45.5	302.2	331.1
Parade (52X)	52.5	45.5	320.1	323.2
Total Group	**106.3**	**91.0**	**622.3**	**654.3**
% change		**+ 16.8%**		**– 4.9%**
— Outdoor & sport —				
Alaska	52.6	43.5	308.3	251.8
The American Handgunner (6X)	34.0	37.0	327.0	330.0
American Hunter	17.7	16.7	94.7	94.9
American Rifleman	24.5	26.2	140.3	155.5
Backpacker (6X)	—	—	104.8	123.6
Bass Master (9X) A.	—	—	359.1	314.2
Bicycling (9X)	106.5	131.6	520.2	554.5
Field & Stream	79.2	76.2	553.9	540.7
Fins & Feathers A.	—	—	—	—
Fishing World	46.3	50.8	160.8	167.1
Florida Sportsman	83.5	80.0	691.6	587.7
Flying	49.1	46.8	271.8	254.6
Fur-Fish-Game	9.7	19.4	132.3	107.2
Golf Digest	121.4	116.2	629.3	634.1
Golf Magazine	53.3	52.4	489.5	566.8
Guns	24.0	23.0	438.0	449.0
Guns & Ammo	41.7	41.4	245.2	244.0
In-Fisherman (6X)	68.5	83.0	391.0	392.0
Muscle & Fitness	111.3	113.0	648.1	639.6
Outdoor Life	54.4	73.1	452.1	517.3
Outside Magazine	44.7	40.7	272.0	222.6
Petersen's Hunting	33.6	29.4	208.0	187.6

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. * All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine. B. Includes June 14 and 28 issues only.

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June

	Current month 1985	1984	Year-to-date 1985	1984
The Runner	35.2	43.3	220.2	262.7
Runner's World (13X)	—	—	—	—
Salt Water Sportsman	94.8	65.5	576.4	497.3
Shooting Times	56.2	32.5	204.3	209.2
Ski (8X) A.	—	—	215.4	249.2
Skiing (7X)	—	—	—	—
Skin Diver	95.5	77.2	469.5	489.0
Southern Outdoors (8X)	—	—	179.4	199.9
Sport	50.8	43.5	266.3	275.3
Sports Afield	78.4	84.9	532.5	557.0
Tennis	96.2	89.3	482.9	487.8
Western Outdoors (10X)	31.3	39.7	288.2	270.2
Total Group	**1,637.0**	**1,623.6**	**11,123.7**	**11,121.7**
% change		**+ 0.8%**		**+ 0.1%**

— Photography —

American Photographer	43.2	43.8	249.9	244.9
Petersen's Photographic	29.2	36.7	165.8	199.1
Popular Photography	82.8	106.5	535.1	573.2
Total Group	**155.2**	**187.0**	**950.8**	**1,017.2**
% change		**- 17.0%**		**- 6.5%**

— Religious —

BBI Jewish Monthly (10X)	20.7	27.1	134.5	149.6
Christian Herald (11X)	24.7	20.2	158.7	161.2
Christian Life	24.3	20.8	155.2	157.5
Christianity Today (18X)	41.5	39.5	376.3	371.0
Inside (4X)	58.6	60.8	141.4	151.3
Moody Monthly (11X)	41.8	41.9	312.7	311.8
Today's Christian Woman (6X)	38.7	38.0	128.4	103.8
Total Group	**250.3**	**248.3**	**1,407.2**	**1,406.2**
% change		**+ 0.8%**		**+ 1.0%**

— Science/electronic/mechanic —

Compute	40.9	69.2	321.5	525.2
Creative Computing	53.0	109.4	429.5	774.7
Discover	26.4	40.7	191.4	230.6
Family Computing	28.4	57.0	243.2	325.6
Home Mechanix	58.9	60.2	422.9	440.1
Info World (52X)	—	—	—	—
Natural History	39.4	31.9	262.7	268.4
Omni	72.4	73.0	345.8	362.2
Personal Computing	155.4	156.7	881.6	951.9
Popular Mechanics	95.8	86.9	594.5	603.0
Popular Science	73.7	83.7	402.8	542.8
Science Digest	22.0	35.1	159.1	179.9
Science 85 (10X)	17.7	22.5	153.2	173.8
Scientific American	42.5	69.0	281.6	395.2
Spectrum	88.9	113.4	636.5	605.3
Total Group	**815.5**	**1,008.7**	**5,326.3**	**6,378.7**
% change		**- 19.2%**		**- 16.5%**

— Women/fashion/service —

Bride's Magazine (6X) A.	252.4	267.4	966.1	975.5
Cosmopolitan A.	217.3	220.7	1,174.5	1,262.9
Essence	55.0	86.0	490.6	493.4
Family Circle (24X) A.	107.4	113.1	856.2	829.1
Family Magazine	51.3	38.2	234.5	211.9
Glamour	160.0	156.6	1,018.0	1,033.1
Good Housekeeping A.	141.8	184.2	1,007.6	952.2
Harper's Bazaar	80.0	97.1	779.1	809.4
Health	39.9	33.8	235.0	206.2
Ladies' Home Journal	105.3	104.9	647.3	610.2
Ladycom (10X)	36.0	33.5	201.0	220.5
Lady's Circle	—	—	—	—
Mademoiselle	106.3	118.1	722.8	805.9
McCall's	94.9	84.6	550.4	528.9
Modern Bride (6X)	—	—	950.3	843.2
Ms.	37.3	52.9	296.5	301.4
New Woman	50.3	55.4	312.7	291.5
Parents Magazine A.	82.0	76.2	532.7	437.4
Playgirl	31.8	28.3	206.5	203.5
Redbook	87.9	95.5	533.1	539.0
Self	91.2	105.5	577.6	575.8
Seventeen	116.0	105.8	698.9	708.2
Shape	65.9	61.5	378.5	335.5
Soap Opera Digest (26X)	34.2	24.3	177.7	164.5
'Teen Magazine	46.3	60.2	282.3	300.5
True Story A.	45.8	59.6	276.8	341.9
Vogue	161.7	175.6	1,459.7	1,427.0
W Magazine B.	37.5	70.4	608.6	607.2
Weight Watchers	32.2	28.3	168.6	180.5
Woman's Day (16X) A.	88.4	110.2	653.7	710.8
The Workbasket (10X)	37.2	35.0	227.4	221.2
Working Mother	76.9	71.1	443.5	412.5
Working Woman	125.8	106.3	618.9	591.3
Total Group	**2,696.0**	**3,056.6**	**18,091.8**	**18,134.1**
% change		**- 11.8%**		**- 0.2%**

— Youth —

Boys' Life	12.8	16.7	104.8	104.7
Campus Life (10X)	38.6	30.1	249.9	224.1
Total Group	**51.4**	**46.8**	**354.7**	**328.8**
% change		**+ 9.8%**		**+7.9%**

May

	Current month 1985	1984	Year-to-date 1985	1984

— Business —

Arizona Business Gazette (52X)	28.5	28.9	140.2	126.2
Atlanta Bus. Chronicle (52X)	51.6	49.6	242.9	246.8
Austin Business Journal (52X)	49.3	47.3	263.3	196.6
Barron's (52X)	174.8	210.5	897.9	1,019.0
Black Enterprise	211.5	182.4	475.8	416.5
Boston Business Journal (52X)	144.1	92.5	676.5	443.7
Business Atlanta	62.0	41.9	296.3	223.1
Business Week (52X) A.	435.4	474.5	1,813.5	1,944.1
California Business	117.3	159.6	390.7	458.4
Capital District Bus. Review (25X)	80.0	140.0	217.4	238.5
Corporate Report/Kansas City	42.9	51.5	242.3	316.9
Corporate Report/Minnesota	103.0	106.8	478.0	437.1
Crain's Chicago Bus. (52X)	174.7	149.9	743.8	683.5
Crain's Cleveland Bus. (52X)	88.8	73.7	383.5	319.0
Dallas/Ft. Worth Bus. (52X)	51.0	48.0	265.0	192.5
Dun's Business Month	45.1	71.3	252.2	366.0
Financial World (24X)	27.5	32.6	187.1	158.4
Florida Trend (13X)	68.9	83.3	489.5	463.5
Forbes (26X)	261.6	303.3	1,428.8	1,470.9
Fortune (26X)	230.5	317.2	1,320.0	1,414.9
Frequent Flyer	76.1	70.1	308.9	286.2
Futures (13X)	44.0	46.0	245.0	257.0
Hawaii Business	53.2	56.7	226.9	236.8
High Technology	29.5	47.7	165.2	160.5
Houston Bus. Journal (52X)	102.3	154.2	621.3	725.7
Inc. Magazine A.	118.6	179.4	504.8	624.4
Income Opportunities	47.1	55.7	221.8	230.2
Industry Week (25X) A.	114.1	145.6	463.8	559.2
Indianapolis Business Journal (52X)	113.6	107.5	573.4	524.2
Kansas City Business Journal	144.4	121.7	675.9	601.8
Milwaukee Business Journal (52X)	100.4	88.2	433.7	318.7
Minnesota Business Journal	56.1	68.4	255.4	261.0
Nation's Business A.	30.0	32.5	186.9	158.9
New England Bus. (20X)	114.4	93.1	452.5	348.8
New York Citibusiness	19.2	25.1	108.7	86.0
Pacific Business News (52X)	125.0	93.1	523.0	517.4
Philadelphia Bus. Journal (52X)	90.5	76.8	490.2	428.3
Pittsburgh Bus. Times (52X)	91.9	51.2	356.5	278.9
San Jose Business Journal	—	—	—	—
Savvy	31.8	34.7	—	536.3
South Florida Business Journal	79.0	73.3	406.2	309.9
St. Louis Business Journal (52X)	155.8	117.9	682.2	542.4
Texas Business	53.5	57.2	334.4	310.9
Venture	102.1	116.3	321.6	385.3
Total Group	**4,341.1**	**4,577.2**	**19,763.0**	**19,924.4**
% change		**- 4.4%**		**+ 1.9%**

— Newspaper Sunday magazines* —

Arizona Republic	39.9	74.0	250.2	344.6
Boston Globe	—	—	—	—
California Living	56.5	60.2	257.5	279.0
Chicago Tribune	105.4	59.9	519.8	355.3
Cincinnati Enquirer	—	—	—	—
Cleveland Plain Dealer	51.8	68.7	217.5	305.1
Columbus Dispatch	51.8	47.2	223.8	236.1
Denver Post	—	—	—	—
Detroit News	124.0	120.0	576.0	646.0
L.A. Times Home Magazine	—	—	—	—
Louisville Courier-Journal	81.2	70.7	343.0	356.2
Miami Herald	—	—	—	—
New York News	—	—	—	—
New York Times Magazine	356.2	351.5	1,821.2	1,909.5
Philadelphia Inquirer	55.5	56.7	251.2	246.7
Toledo Blade Magazine	54.7	62.2	185.5	239.0
Washington Post	133.6	128.3	563.1	577.3
Total Group	**1,110.6**	**1,099.4**	**5,208.8**	**5,494.8**
% change		**+ 1.0%**		**- 5.2%**

— Weeklies/bi-weeklies —

The Advocate (26X)	84.3	85.3	455.2	507.6
Army Times Military Group:				
Air Force Times (52X)	176.0	156.4	765.9	736.9
Army Times (52X)	171.5	147.8	744.7	705.9
Navy Times (52X)	175.7	165.8	818.2	797.6
The Times Magazine	1.2	5.7	62.9	86.7
The Blood-Horse (52X)	342.8	223.8	2,314.3	2,443.2
Capper's Weekly (26X)	19.5	24.6	132.3	145.7
Commonweal (22X)	8.5	7.0	38.4	40.7
Golf World (43X)	—	—	—	—
Grit (52X) A.	12.5	15.9	101.6	128.0
National Journal (50X)	67.3	20.0	260.0	124.0
National Review (25X)	33.6	25.9	116.6	133.0
New Republic (48X)	—	—	—	—
New York Magazine (50X)	274.8	244.4	1,155.0	1,080.1
New Yorker (52X)	268.1	313.0	1,221.0	1,474.5
Newsweek (52X) A.	241.3	235.0	1,072.2	1,167.6
People (52X)	342.1	394.8	1,446.0	1,482.9
Rolling Stone (25X)	40.1	39.2	406.7	406.5
Sporting News (52X)	35.2	39.9	178.9	248.6
Sports Illustrated (52X) A.	242.5	239.9	1,114.3	1,088.7
Time (52X) A.	230.3	253.7	1,079.2	1,105.9
Travelhost (52X)	—	—	—	—
TV Guide (52X) A.	319.9	315.8	1,633.9	1,584.7
Us Magazine (26X)	29.7	34.2	135.3	195.3
U.S. News & World Report (52X) A.	144.6	148.0	695.1	664.4
Total Group	**3,261.5**	**3,096.2**	**15,947.7**	**16,348.5**
% change		**+ 5.3%**		**- 2.5%**

— Foreign —

Good Housekeeping Foreign Editions:				
Australia	28.0	31.0	146.4	148.7
Great Britain	164.2	169.7	562.6	547.8
Japan	69.5	66.1	244.3	323.1
Geomundo:				
Central America	3.0	6.0	23.5	21.8
Chile	4.0	6.0	25.5	20.8
Colombia	11.5	6.0	40.0	33.0
Ecuador	3.0	4.0	18.0	14.0
Mexico	6.0	9.0	30.0	27.8
Peru	3.0	7.0	25.5	21.8
Puerto Rico	2.0	4.0	19.0	13.8
Venezuela	6.5	9.0	42.5	45.3
Hombre De Mundo:				
Central America	3.0	5.0	17.0	23.0
Chile	4.0	7.0	20.0	27.0
Colombia	7.0	10.0	26.0	35.0
Ecuador	3.5	4.0	19.5	22.0
Mexico	11.5	10.5	39.5	43.5
Peru	2.0	5.0	14.0	22.0
Puerto Rico	3.0	14.0	18.0	31.0
Venezuela	20.5	15.0	67.5	60.5
Ideas Para Su Hogar:				
Central America	—	1.5	—	1.5
Chile	—	1.0	—	1.0
Colombia	20.5	18.0	52.5	60.0
Ecuador	5.0	5.5	19.0	21.5
Mexico	15.7	13.5	33.2	34.0
Peru	2.0	7.5	10.0	24.0
Puerto Rico	2.0	1.0	5.0	3.0
Venezuela	16.0	19.0	62.5	59.2
Mecanica Popular:				
Argentina	1.3	5.8	15.0	28.8
Central America	7.5	14.7	49.8	64.2
Chile	1.3	5.8	17.8	28.2
Colombia	11.2	14.0	55.8	60.0
Mexico	15.7	10.5	57.0	48.7
Peru	8.5	19.2	59.2	77.3
Puerto Rico	8.0	17.7	52.5	71.7
Venezuela	11.3	17.7	58.0	71.3
The Ring en Espanol:				
Mexico	4.0	—	8.0	—
Puerto Rico	—	—	—	—
U.S.	3.0	4.0	28.3	15.3
Venezuela	2.0	3.0	4.0	6.0
Vanidades Continental:				
Central America	6.5	9.3	29.5	28.8
Chile	3.3	3.0	13.7	6.0
Colombia	66.2	61.5	291.5	235.3
Ecuador	14.7	19.8	94.7	80.3
Mexico	52.7	92.8	306.0	348.2
Peru	8.7	22.2	57.0	92.2
Puerto Rico	31.8	40.3	175.3	190.0
U.S.	44.3	46.5	188.8	206.0
Venezuela	52.8	41.8	227.5	177.5
Business Week Int'l. (52X)	143.5	158.6	585.2	606.8
Cosmopolitan Foreign Editions:				
Australia	83.3	78.8	270.9	266.6
Brazil	50.0	41.0	167.9	159.0
France	149.2	184.0	528.1	734.2
Germany	128.8	120.0	483.9	454.8
Great Britain	143.0	143.0	515.8	505.3
Greece	50.3	71.0	329.4	271.0
Holland	95.0	81.0	303.3	237.0
Italy	78.3	77.0	276.9	259.7
Japan	46.3	36.0	160.6	142.7
Cosmopolitan en Espanol:				
Central America	1.3	4.0	4.0	4.0
Colombia	24.7	16.7	49.0	37.0
Ecuador	1.0	1.0	1.0	2.0
Mexico	69.5	70.2	190.8	189.2
Peru	4.0	5.0	11.0	7.0
Puerto Rico	26.0	58.0	104.8	144.8
U.S. (Spanish language)	11.7	19.8	81.2	87.5
Venezuela	37.0	14.8	108.2	67.0
International Communications:				
African Business	28.0	38.0	120.6	143.7
New African	11.4	20.5	120.6	81.6
The Middle East	21.4	20.4	90.3	103.9
International Management:				
Africa	9.2	12.7	44.5	61.0
Europe	52.8	46.2	223.7	181.3
Latin America	3.5	4.2	29.2	36.3
Middle East	14.0	7.2	84.2	57.3
Pacific	14.0	14.2	70.8	61.8
Johnston International:				
Alam Attijarat	45.2	67.7	228.5	251.0
Modern Africa (6X)	14.2	27.8	37.8	60.5
Modern Asia (11X)	42.0	55.2	145.3	119.4
Newsweek International A.				
Atlantic (52X)	114.2	104.6	382.3	425.1
Latin America (52X)	32.2	25.3	114.0	122.5
Progreso (9X)	11.0	8.3	35.6	18.1
Reader's Digest:				
Arabic	6.5	11.0	45.0	48.0
Asian	251.5	264.5	902.0	846.0
Australian	58.5	68.8	261.6	358.7
Belgian-Flemish	142.0	109.0	395.5	341.0
Belgian-French	80.0	64.0	283.5	242.5
British	59.6	59.2	228.4	271.6
Chinese	120.0	107.0	546.5	488.0
Danish	37.8	34.3	165.2	172.2
Dutch	41.8	41.5	214.1	201.8
Finnish	38.8	23.5	197.1	208.5
French	80.0	79.3	250.3	252.1
German	76.3	90.6	350.2	384.4
Iberian	2.5	19.5	31.0	82.0
Indian-English	119.5	84.0	505.0	396.5
Indian-Hindi	14.0	6.5	48.5	23.5
Italian	44.0	40.0	188.5	204.5
Japanese	43.7	43.8	224.7	194.4
Korean	25.6	25.0	121.1	133.0
Latin American:				
Argentina	10.0	15.5	85.0	76.5
Brazil	4.0	4.0	19.0	13.0
Central American	5.5	7.5	37.0	38.5
Chile	8.5	9.5	38.5	55.0
Colombia	23.0	28.5	113.0	117.5
Ecuador	6.5	5.0	36.0	34.5
Mexico	46.3	48.4	176.4	216.4
Peru	4.0	6.0	41.5	37.0
Puerto Rico	3.0	5.0	23.0	26.0
U.P.B.	4.5	5.5	33.5	30.0
U.S. Spanish	13.5	12.5	43.0	43.5
Venezuela	5.5	12.5	51.5	47.0
New Zealand	59.0	93.5	236.0	367.5
Norwegian	22.0	43.0	101.5	182.1
South African	122.5	125.5	439.0	418.3
Swedish	12.5	10.0	64.5	70.5
Swiss-French	27.4	31.0	125.0	139.6
Swiss-German	38.4	49.0	174.5	179.8
Time International:				
Time-Asia	84.5	99.6	375.0	421.9
Time-Atlantic	111.6	98.8	451.0	468.0
Time-Canada	177.4	209.1	821.1	893.5
Time-Latin America	48.2	53.4	173.5	196.3
Time-South Pacific	105.2	99.3	499.8	476.3
Vision/Latin America (26X) A.	24.0	39.0	104.1	118.7
Total Group	**4,536.3**	**4,819.7**	**18,489.3**	**18,937.1**
% change		**- 5.9%**		**- 2.4%**